

Model Implementation City Government Policy of the Use to Location Arrangement Advertisement Room in the City Makassar

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Abstract : This study in the wake of irregular installation of billboards in the city of Makassar is caused due to the absence of regulation or regulations on spatial planning billboards in the city of Makassar, resulting in the installation of billboards in arbitrary locations / places anywhere can be mounted billboard, by him Makassar City Government really needs to make a policy that is the regulation of billboard space arrangement so as not to spoil the aesthetics and beauty of the city of Makassar. Assuming the theory of George C. Edward III. This study aims to explain and describe the location of the billboard space arrangement in order to become a leading Makassar city of the world and not "rangtassa", hence the need for the installation of billboards is not on indiscriminate place / location. This research was conducted in the city of Makassar to find some point of the installation of billboards exist in indiscriminate location / place, the unit of analysis in this study is of spatial location of the billboard. This research using qualitative research method of naturalistic qualitative or phenomenological. Sources of data obtained from the informant on several agency related and include: Office Opinion area of Makassar, chairman of the team, 2) the Department of Public Works Makassar, 3) Department of Spatial Planning and Building of Makassar, 4) Beauty and Health Department of the Environment, 5) Department of Transportation, 6) municipal police, 7) the installer billboard companies, 8) Aspri (Association of Indonesian Advertising businessmen, 9) Citizen. The results showed that the location of billboards in the city spatial planning Makassar no provision about the regulation or legislation / regulations, so that any employers who advertise or advertisement where she wants that important still pay advertisement tax on Dipenda Makassar, suggested the need for Makassar city government, give or make place / location of the billboard space arrangement models, but so far there has been no regulation / spatial planning regulations on billboards and also the ineffectiveness is due to the coordination of multiple departments or related agencies regarding the arrangement of the billboard space.

Index Term: government policy, planning billboards, makassar city

1. INTRODUCTION

In the study of public policy, said that the implementation is not just concerned with the elaboration of a mechanism of political decisions into routine procedures through the channels of bureaucracy, but more than that the implementation of a matter of conflict, decisions and who gets what from a policy. Therefore it is not entirely wrong to say that the implementation of the policy is a very important aspect in the overall policy process. A very simple understanding of the implementation are as disclosed by Jones (1980)[1], where the implementation is defined as "getting a job done" and "doing a". But behind the simplicity of such a formulation means that the implementation of the policy is a policy process that can be done easily. However its implementation, demanding conditions, among others: the people or executive, money and organizational abilities or often called resources. Furthermore Jones formulate implementation constraints as the process of receiving additional resources, so it can consider what to do. Meter and Horn (1979)[2] defines the implementation of the following policies: Policy implementation encompasses Reviews those actions by public and private individuals (and groups) that are directed at the achievement of goals and objectives set forth in the prior policy decisions ". it gave a meaning that is policy implementation actions undertaken by individuals - individuals (and groups) private and government directed at achieving the goals and objectives that have been set. These actions, at a time trying to transform decisions into operational patterns, as well as the continuing efforts to achieve changes, both large and small, which is mandated by policy decisions. With reference to the opinion can be taken understanding that the resources to achieve the goals that have been set previously by policy makers, it includes human, financial and organizational ability by both public and private (individual or group). In the process of policy implementation, in fact concerns not only the behavior of implementing agencies, more than it concerns the power network of political, economic and social directly or indirectly, can affect the behavior of all parties involved, which in the next turn affect the expected impact (intended impact) or unexpected (spillover / negative effect).

Policy formulation to policy implementation, they are not considered as a separate thing, although it may be analytical can be distinguished. At a certain level, the administrator not only be as a manager only. However, they are directly or indirectly, formally or informally, with a persuasive manner, control information, or by any means set the policy decisions (Christopher Hodgkinson, 1978)[3]. Assumptions in adaptive or interactive approach that "in emphasizing the implementation of adjustments to the objectives and strategies performed by the actors during the implementation process takes place. Urban space has a potential benefit to the community media, namely advertising. Advertisement or billboard is a formidable tool for the dissemination of information for marketing purposes.

According Danisworo (2005)[4] strategic placement of billboards that can provide opportunities for the public to get a good visual access to the resources. The existence of diverse billboard shapes, sizes, and colors will be able to draw striking when seen at a certain distance. In the arrangement of advertisement, there are several concepts, among others, the concept of a safe, orderly concept, the concept of a regular, obedient concept, design concept, the concept of the determination, and the concept of the point. Then the Regional Regulation (Perda) Makassar Number 13 Year 2005 regarding the permission granted on installation of billboards in the city of Makassar. Therefore, then that becomes the focus of attention of policy implementation is to understand what actual happens after a program, declared valid. Various Regional Regulation (Perda) and the wind seemed to be fine for the citizens of Makassar. Billboards are often referred to like "*simalakama fruit*". Rejected would be very unfortunate, however, because income to revenue (PAD) of the sector indeed great. When accepted, if it is not regulated or properly managed feared would ruin the beauty of the city. We'll see how chaotic installation of billboards and banners in Makassar Billboards installed haphazardly eyesore and urban planning. Why many city billboards standing, is clear in this case because the company needs to advertise and advertise on a billboard outside the room also had a hand effective than advertising on television. The impact then, more and more advertisers billboards, plus the lack of supervision and regulation, causing damage to the aesthetics of the city. So that the Government of Makassar have endeavored to regulate the installation of billboards and banners.

Based on the description of the problems in the background of the problem of research, then drafted formulation of the problem of this research as follows :1) How is the implementation of government policies on the use of spatial location of the billboards in the city of Makassar ?; 2) What are the factors that support and hinder the implementation of the policy on the use of spatial location of the billboards in the city of Makassar ?; 3) How to model the implementation of policy on the use of spatial location of the billboards in the city of Makassar?

2. RESEARCH METHODS

Types of research and research design using qualitative approach, qualitative research as part of a natural paradigm conducted by researchers with the assumption that any context related to the research are critical so that each contributes contextually of the data field (Moleong, 1993: 165) [5]. Qualitative research is also concerned to encompass the social complexities that are common in everyday social interaction and opportunities to the participants. Research informant to give meaning to the interaction based on experience or "habits of mind heart" informants (Rossman and Rallis, 1998, Marshall and Rossman, 1989: 2) [6,7].

Location and Time Research:

This study was conducted in Makassar, South Sulawesi Province and the research is expected to provide an overview of the utilization of locations in the arrangement of billboards in the city of Makassar. This research was conducted by using a qualitative approach.

Focus Research and Analysis Unit:

The focus of this research is the location of the billboard space arrangement that became the main focus of this research are: 1) Assess the implementation of the government policy of Makassar in the arrangement of advertisement locations to program / activity through the location of the installation of billboards; 2) Identify and interpret the supporting factors and inhibitors which are all factors that can affect the implementation of government policies Makassar as a technical institute that is managing and servicing; 3) Make use of policy implementation model of spatial location of the billboards in the city of Makassar is more effective.

Types and Sources of Data:

The type of data is divided into two kinds of data primary and secondary data. Data collection is done in order to answer the central question as posed in the formulation of the problem. Secondary data was collected via tracking and analysis of documents, while primary data was collected through observation, interview and discussion. The fourth step or the preferred method of data collection is in itself form a model of triangulation method (methodological triangulation) useful for reducing the risk of limited information based on method or a particular data source, as well as to improve the validation of information to arrive at a conclusion. Further data collection form was used to survey land arrangement billboard, then the survey was also conducted by collecting data. Executing services include: a) Regional Revenue Office of Makassar, b) Makassar City Public Works Department; c) Department of Spatial Planning and Building of Makassar; d) Department of Health and Environment beauty; e) Pamom Praja Police Unit (Satpol PP); f) Community; g) Advertising Indonesian Employers Association (Aspri) Makassar.

3. RESULTS AND DISCUSSION

Policy Implementation Model

In studying the model of public policy implementation processes are six (6) variables that make up the association (linkage) between the policy and the achievement (performance). These variables are independent variables and related variables that relate to each other, while the six variables are: (1) basic measures and objectives, (2) sources, (3) communication between the organization and activities of implementers , (4) the characteristics of the implementing agencies, (5) the economic, social and political, and (6) the tendency executors ". Implementation of policies there are variables that are interconnected to form the link

between public policy and the achievement of the expected. Studying issues of policy implementation means trying to understand what happened in fact declared valid after a program or formulated the events and activities that arise after the passing of a policy, either in relation to efforts to administrate and attempts to give a certain impact on society. The concept of implementation is derived from the word "to implement" (implements) which also means providing the means to implement something and have an impact or effect on anything, including the measures chosen by the government to be implemented or not implemented. In line with previous opinions, that the implementers organizational variables will affect the existing policies, the policy implementation actually realized that not all alternatives can comprehensively address all problems that arise.

The fact is that not every policy formulated by the government can be run well and yielded the expected results. It is also mentioned about the pressure from various parties, in this case it can be said also about the importance of monitoring conducted in policy implementation. In any oversight efforts consisted of measures to examine whether everything is achieved or run in accordance with a predetermined plan based on instructions, instructions that have been issued, the Principles have been set. Supervision aims to find weaknesses and to find out if something went according to plan activities that have been outlined, find out if everything is done with the instructions and principles that have been determined, knowing the difficulties and weaknesses in the work, to determine whether activities run efficiently, to determine the necessary policies and measures concerning the implementation of the tasks or find a way out, if it encountered difficulties and failures in the direction of improvement.

Makassar City Government Policy Implementation

Implementation of the policy on the installation location and arrangement of the billboard at each location for now is free to enter the installation of billboards or advertisements, however, must still follow the procedures and policies so long as no violation of the installation of billboards or advertisements, while the policy of the Regional Revenue Office on installing namely Makassar the tax which point the installation of billboards entrepreneurs who put the brand or the product according to the location where the billboard mounted on the tax policy During entrepreneurs put on a billboard bias or the location where you want to install because the mayor has not yet decree or regulation that would like to install anywhere because one of the opinion that it is expected that the area is on Dipenda Makassar, namely the installation of billboards. Therefore, for installation can be at any location because there is no discretion so that the installation of billboards put up ads at any point or location of placement for ads are placed so that young people in view by the public / community products that are installed by the company that set it up, which is important and foremost by Makassar city government in this case the city of Makassar service revenue was an increase in the opinion (PAD) so that the city of Makassar yet on the location of the billboard advertisement spatial arrangement, however, the city of Makassar is necessary for the location of the arrangement of advertisement space and it is no longer appropriate with the symbol Makassar to the city's, is based findings as a researcher in the city of Makassar, so the businessmen looking for a location for the installation of billboards advertising yet government policy Makassar advertisement tax only in priority as one of the largest regional income tax revenues were the highest advertisement it is in priority, so the location of the installation of billboards can be in arbitrary locations or places where entrepreneurs want to advertise their products.

Factors Supporting and Inhibiting Policy Implementation

Installation billboard dots on one side of the role of the community as an object of consumption of the contents of the billboard, but it is also often the placement of dots is expanded billboard area of urban public space (public space) that impact the disruption of the function of public space itself the which is where the interaction of its community in an urban space. On the other side of the billboard as Foreign Media Griya (MLG) marketing of goods and services both local and foreign companies increasingly important role as a marketing medium in addition to conventional media such as TV, Radio and Newspapers. Company advertising (advertising agency) as workers billboard mounting points are often only concerned with its clients from the aspect of safety, effectiveness and aesthetics of the city, another one advertising agency sometimes scramble dots installation of billboards in every corner of the city with no doubt waive legal aspects No, that will ultimately have an impact on urban areas such as forest advertisement. As for the other factors in the implementation of the policy beneficiary of spatial location of billboards factors that may affect the implementation of the policy and the end result, which is deduced from the review of the academics who examined various cases of failure of implementation.

Policy Implementation Obstacles

The factors inhibiting the implementation of policy on the use of spatial locations in the advertisement has some inhibiting factors, namely: a). First of policy content, policy implementation failure is still vague because the contents of the policy, that is what the objectives are not sufficiently detailed, the means and the implementation of priorities, policies or programs are too general or absolutely nothing. Secondly, due to the lack of internal and external provision of policies to be implemented. Third, the policy will be implemented may also indicate the presence of flaws very meaningful. Fourth, other causes of the emergence of a public policy implementation failure can occur because of deficiencies related to the resource-resource aide, for example relating to time, cost / funding and manpower; b) Information on public policy implementation assumes that all the stakeholders directly involved or has information that needs to be closely related to be able to play its role properly. This information does not actually exist, for example due to a breakdown of communication; c) Support implementation of a public policy would be very difficult if the implementation is not enough support for the implementation of such policies d) Distribution of the potential origination related to the implementation of a public policy failure also determined aspects of the potential division between the actors involved in implementation. In this case related to the differentiation of tasks and authority of the

implementing organization. The implementation of the organizational structure can cause problems if the division of authority and responsibility are less adapted to the division of tasks or marked by restrictions that are less obvious.

4. CONCLUSION

Based on the results of the discussion has explained the model of implementation of government policies in the city on the utilization of spatial location of billboards in the city of Makassar as well as the response of the citizens of the billboard arrangement implemented by the government of Makassar, the proposed conclusion of the research: 1) Implementation of Government policy the city of Makassar on the use of the location of the billboard space needs to be created for the regulation or the rules on the location of the installation of billboards in order not to put up billboards that snafu existence of the concept of non-compliance with the law selectively against one's membership in an association or group wishes to make a profit quickly because of the legal uncertainty because of the location of roads billboards dot the strategic value that is based on the location of the installation of billboards is in the same road determination based on the location of the road in the classroom or placement so as to cause the value of the installation of billboards strategy at all in the road space; 2) factors that support the implementation of the policy on the use of spatial locations advertisement Makassar is a view in the arrangement of advertisement space on the right path so that more residents can look and see the products that are installed by the employer. Dimensions, namely the impact of state policy: the expected impact of this policy (intended consequences) or unexpected (unintended consequences), Dimensions impact externalities / spillover effects, namely waste policy on the situation or the people (groups) outside the target group of influential policy impact on conditions current or future condition. Impact of policy on direct or indirect costs; 3) The proposed model of billboard space utilization Policy Implementation in Makassar in the Implementation of the advertisement essentially government policy can be influenced by the environment, where the system is affected by the environment so that the measures taken as a result of environmental influences on a political system. which is about the height of the installation of billboards which were divided into three groups. Based on the factors of the view that the high installation of billboards is a strategy point and the location of the installation of billboards on the road.

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